

CLAIMS

What is claimed is:

5 1 A method for generating revenue in a peer-to-peer file delivery network, the
network including at least one server node and multiple client nodes, the method
comprising the steps of:

(a) enabling peer-to-peer file sharing of content by,
(i) initiating on one client node a download of a particular content
item served from the server node or another client node, and
(ii) charging a fee based on a quantity of the content served; and

(b) enabling decentralized downloads of subscription-based content by
(i) allowing the client nodes to subscribe to one or more of the
subscription-based content,
(ii) periodically sending the subscribed to subscription-based
content to each the respective subscribing client nodes, and
(iii) charging a fee to providers of the subscription-based content
for serving the subscription-based content.

20 2 The method of claim 1 further including the step of:

(c) providing direct marketing by
(i) sending marketing content to the client nodes from the server
node as well as from other client nodes, and

10 (ii) charging a fee to providers of the marketing content.

15 3 The method of claim 1 further including the step of:

20 (d) enabling client nodes to become affiliate servers that deliver content to
5 other client nodes, and paying owners of the affiliate servers a
percentage of the fee charged for serving the files.

10 4 The method of claim 1 wherein the content includes free content and fee-based
content, step(a)(ii) further including the steps of:

15 (1) charging a fee from a provider of the free content for serving the free
content, and
(2) charging a fee from a user of the initiating client node for the download
of the fee-based content.

20 5 The method of claim 4 wherein the subscription-based content includes free
content and fee-based content, step(b)(iii) further including the step of:

6 (1) charging a fee from users of the subscribing client nodes for receiving
the fee-based content.

20 6 The method of claim 4 wherein the subscription-based content includes free
content and fee-based content, step(b)(iii) further including the step of charging a
fee from users of the subscribing client nodes for opening the fee-based content.

7 The method of claim 2 wherein step(c)(ii) further includes the step of:
charging a fee from the provider of the marketing content based on a cost per click.

5 8 The method of claim 7 wherein step(c)(ii) further includes the step of:
charging a fee from the provider of the marketing content based on a cost per
acquisition.

9 A system for generating revenue in a peer-to-peer file delivery network, the
network including at least one server node and multiple client nodes, the system
comprising:

means for enabling peer-to-peer file sharing of content whereby one client
node initiates a download of a particular content item served from the server node
or another client node, and wherein a fee is charged based on a quantity of the
content served; and

15 means for enabling decentralized downloads of subscription-based content
that the client nodes subscribe to in order to receive periodic updates, wherein a fee
is charged to providers of the subscription-based content for serving the
subscription-based content to the client nodes.

20 10 The system of claim 9 further including means for providing direct marketing to
client nodes such that marketing content is send to the client nodes from the server
node as well as from other client nodes, and a fee is charged to providers of the
marketing content; and

11 The system of claim 9 further including means for enabling client nodes to become affiliate servers that deliver content to other client nodes, such that owners of the affiliate servers are paid a percentage of the fee charged for serving the files.

5 12 The system of claim 1 wherein the content includes free content and fee-based content, and a provider of the free content is charged a fee for serving the free content, and a user of the initiating client node is charged a fee for the download of the fee-based content.

10 13 The system of claim 12 wherein the subscription-based content includes free content and fee-based content, users of the subscribing client nodes are charged a fee for receiving the fee-based content.

15 14 The system of claim 12 wherein the subscription-based content includes free content and fee-based content, users of the subscribing client nodes are charged a fee for opening the fee-based content.

20 15 The system of claim 10 wherein step(c)(ii) further includes the step of: charging a fee from the provider of the marketing content based on a cost per click.

16 The system of claim 15 wherein step(c)(ii) further includes the step of: charging a fee from the provider of the marketing content based on a cost per acquisition.

17 A computer-readable medium containing program instructions for generating revenue in a peer-to-peer file delivery network, the network including at least one server node and multiple client nodes, the program instructions for:

- (a) enabling peer-to-peer file sharing of content by,
 - 5 (iii) initiating on one client node a download of a particular content item served from the server node or another client node, and
 - (iv) charging a fee based on a quantity of the content served; and
- (b) enabling decentralized downloads of subscription-based content by
 - (i) allowing the client nodes to subscribe to one or more of the subscription-based content,
 - (ii) periodically sending the subscribed to subscription-based content to each the respective subscribing client nodes, and
 - (iii) charging a fee to providers of the subscription-based content for serving the subscription-based content.

18 The computer-readable medium of claim 17 further including the instruction of:

- (c) providing direct marketing by
 - 20 (i) sending marketing content to the client nodes from the server node as well as from other client nodes, and
 - (ii) charging a fee to providers of the marketing content.

19 The computer-readable medium of claim 17 further including the instruction of:

5 (d) enabling client nodes to become affiliate servers that deliver content to other client nodes, and paying owners of the affiliate servers a percentage of the fee charged for serving the files.

10 20 The computer-readable medium of claim 17 wherein the content includes free content and fee-based content, instruction(a)(ii) further including the instructions of:

15 (1) charging a fee from a provider of the free content for serving the free content, and
(2) charging a fee from a user of the initiating client node for the download of the fee-based content.

20 21 The computer-readable medium of claim 20 wherein the subscription-based content includes free content and fee-based content, instruction(b)(iii) further including the instruction of:

25 (1) charging a fee from users of the subscribing client nodes for receiving the fee-based content.

22 The computer-readable medium of claim 20 wherein the subscription-based content includes free content and fee-based content, instruction(b)(iii) further including the instruction of charging a fee from users of the subscribing client nodes for opening the fee-based content.

23 The computer-readable medium of claim 18 wherein instruction(c)(i) further includes the instruction of:

charging a fee from the provider of the marketing content based on a cost per click.

5 24 The computer-readable medium of claim 23 wherein instruction(c)(ii) further includes the instruction of:

charging a fee from the provider of the marketing content based on a cost per acquisition.

10 25 A method for providing subscription-based decentralized file downloads to client nodes in a peer-to-peer public network, each of the client nodes affiliated with a user account, the method comprising the steps of:

- (a) receiving content files from at least one content provider, the content including free subscription content files, fee-based subscription content files, and marketing content files;
- (b) allowing the client nodes to subscribe to one or more of the content files;
- (c) periodically delivering the particular content files to the respective clients nodes that subscribed to the content files;
- (d) charging the content provider a fee for delivering the content files to the client nodes over the network;

5

- (e) charging the content provider a fee for the marketing content files based on a number of users that access the marketing content files once downloaded; and
- (f) charging the user accounts of the client nodes that received fee-based subscription content files.

26 A method for generating revenue in a peer-to-peer file delivery network, the network including at least one server node and multiple client nodes, the method comprising the steps of:

10

- (a) enabling peer-to-peer file sharing of content by,
 - (i) initiating on one client node a download of a particular content item served from the server node or another client node, and
 - (ii) charging a fee based on a quantity of the content served;
- (b) enabling decentralized downloads of subscription-based content by
 - (i) allowing the client nodes to subscribe to one or more of the subscription-based content,
 - (ii) periodically sending the subscribed to subscription-based content to each the respective subscribing client nodes, and
 - (iii) charging a fee to providers of the subscription-based content for serving the subscription-based content;
- (c) providing direct marketing by
 - (i) sending marketing content to the client nodes from the server node as well as from other client nodes, and

15

20

5

(ii) charging a fee to providers of the marketing content; and

(d) enabling client nodes to become affiliate servers that deliver content to other client nodes, and paying owners of the affiliate servers a percentage of the fee charged for serving the files.

10 27 A system for generating revenue in a peer-to-peer file delivery network, the network including at least one server node and multiple client nodes, the method comprising the steps of:

15 means for enabling peer-to-peer file sharing of content whereby one client node initiates a download of a particular content item served from the server node or another client node, and wherein a fee is charged based on a quantity of the content served;

20 means for enabling decentralized downloads of subscription-based content that the client nodes subscribe to in order to receive periodic updates, wherein a fee is charged to providers of the subscription-based content for serving the subscription-based content to the client nodes;

25 means for providing direct marketing to client nodes such that marketing content is sent to the client nodes from the server node as well as from other client nodes, and a fee is charged to providers of the marketing content; and

30 means for enabling client nodes to become affiliate servers that deliver content to other client nodes, such that owners of the affiliate servers are paid a percentage of the fee charged for serving the files.